fashion calendar

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8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

1957

january

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17th YEAR · A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january—1958

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february—1958

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march—1958

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK BEGINNING SUNDAY, JUNE 23, 1957		
Sunday June 23- June 27	FALL DISPLAY MARKET WEEK	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	MORRISON HOTEL CHICAGO, ILLINOIS
	Showing of Fall and Christmas lines by The National Association of Display Industries. Contact: 203 N. Wabash Ave., Chicago, Ill.		
Wednesday June 26 10:00 A.M.- 6:00 P.M.	PREVIEW OF LEATHERS FOR SPRING, 1958	GEILICH TANNING CO. (TAUNTON, MASS.)	HOTEL PLAZA
	Informal showing of leather colors and textures for Spring, 1958. By invitation. Contact: Martha Geilich, Van Dyke 4-8661, Taunton, Mass.		
Thursday June 27 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY	CESAR RUBIO	44 EAST 50TH STREET SALON
	Cesar Rubio will present his Fall millinery collection. By invitation. Contact: PL. 5-5860.		
Thursday June 27 4:00 P.M. Cocktails	FALL COTTON COLLECTION AT FASHION SHOW	M. & W. THOMAS CO., (58 WEST 40TH ST.)	NAT'L REPUBLICAN CLUB 54-56 WEST 40TH ST.
	Fall collection of "Thomas" cottons by leading American designers. By invitation. Contact: Mrs. Ned Wayburn, PE. 6-9100.		
Thursday June 27 4:30 P.M. Cocktails	INTRODUCTION OF "MISS SUNGLASSES, 1957"	SUN GLASS INSTITUTE (511 FIFTH AVENUE)	15 PARK AVENUE PENTHOUSE
	Press party to introduce "Miss Sunglasses 1957", in conjunction with National Sunglass Week, July 1 - 7. Slogan: "To Accent Flair and Eliminate Glare, Buy Two Pair." Contact: Joyce Lambert at Davis W. Snow Assoc., 342 Madison Avenue, MU. 2-7178.		
Thursday June 27- June 28 5:30 P.M.	PREVIEW OF FALL FASHIONS	JAMES GALANOS (BEVERLY HILLS, CAL.)	HOTEL PLAZA CRYSTAL ROOM
	Galanos' Fall fashions at two 5:30 P.M. showings: Thursday, June 27 and Friday, June 28. By invitation only. Publ: Maxwell-Grey, PL. 3-5556.		
Monday July 1 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
	The press will be invited to preview Sally Victor's Fall millinery. By invitation. Contact: Mildred Josephs, PL. 3-7450.		
Beginning Monday July 1	CONTINUOUS SHOWINGS OF FALL MILLINERY	BEATRICE-MARTIN	16 WEST 57TH STREET SALON - 4TH FLOOR
	Beatrice Martin will present her Fall millinery collection. Contact: Bill Warren, PL. 7-3198. Publicity: Helen O. Borger, 667 Madison, TE. 8-0937.		
July 4	INDEPENDENCE DAY--Legal Holiday (Thursday).		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday July 6 4:00 P.M. Cocktails	FALL MILLINERY AT VISITING PRESS SHOW	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
	The visiting press will preview John Frederics' collection of Fall millinery. By invitation only. Contact: Joseph Mann, CI. 7-7745.		
Saturday July 6 6:00 P.M. Buffet	VISITING PRESS SHOWING OF FALL HATS	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
	Walter Florell's Fall millinery collection will be shown to the visiting press in his new showroom. By invitation. Publ: Donna Cannon, MU.7-5447.		
Sunday July 7 11:00 A.M.	FALL MILLINERY AT VISITING PRESS SHOW	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILLON
	Emme will present her Fall millinery to the visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Sunday July 7 12:30 P.M. Luncheon	FALL MILLINERY FOR VISITING PRESS	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
	Laddie Northridge will preview his Fall millinery to the visiting press. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.		
Sunday July 7 3:00 P.M. Champagne	MILLINERY PREVIEW FOR VISITING PRESS	SALLY VICTOR	18 EAST 53RD STREET SALON
	The visiting press will preview Sally Victor's collection of Fall millinery. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.		
Sunday July 7 4:30 P.M.- 8:00 P.M.	COCKTAILS AND BUFFET FOR THE VISITING PRESS	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	HOTEL AMBASSADOR EMBASSY ROOM
	Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Ellis, CI. 5-8448.		
Sunday July 7 7:00 P.M. Dinner	SILK FASHION SHOW FOR VISITING PRESS	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE BALLROOM
	International Silk Ass'n, U.S.A. (Auxiliary Member of N.Y.D.I.--See Below) will present fashions in silk. Publicity: Eleanor Lambert, MU. 8-2130.		

NEW YORK DRESS INSTITUTE'S TWENTY-NINTH NATIONAL PRESS WEEK (July 7 - 13, 1957)

Fall collections of leading designers (33 members, 15 auxiliary and 2 group showings) for visiting press. Press Director: Eleanor Lambert, MU. 8-2130.

Sun., July 7...	7:00 P.M.	INT'L SILK ASS'N, U.S.A. (Aux.). . .	PIERRE-BALLROOM
Mon., July 8...	8:00 A.M.	BUFFET BREAKFAST.	PIERRE-BALLROOM
	9:00 A.M.	"WATCH FOR" FORUM	PIERRE-BALLROOM
	9:30 A.M.	MONTE-SANO & PRUZAN.	PIERRE-BALLROOM
	10:30 A.M.	SAMUEL WINSTON (Roxane)	PIERRE-BALLROOM
	11:30 A.M.	HELEN LEE (Children's Clothes) . . .	PIERRE-BALLROOM
	12:15 P.M.	Junior Group: JACK HORWITZ ASSOC., MR. MORT, JR. SOPHISTICATES, REICH-GOLDFARB. Luncheon.	PIERRE-BALLROOM
	2:00 P.M.	DAVIDOW.	PIERRE-BALLROOM
	3:00 P.M.	NETTIE ROSENSTWIN	PIERRE-BALLROOM
	4:00 P.M.	HARRY FRECHTEL	PIERRE-BALLROOM
	5:00 P.M.	JANE DERBY.	PIERRE-BALLROOM
	6:00 P.M.	WATCHMAKERS OF SWITZERLAND (Aux.) . .	PIERRE-ROOF GDN.
	8:30 P.M.	SHIP 'N SHORE THEATRE PARTY (Aux.). .	46TH ST. THEATRE

(Continued on next page)

DATE		WHAT'S GOING ON	GIVEN BY	WHERE
		TWENTY-NINTH NATIONAL PRESS WEEK (Continued from Page 2)		
Tues., July 9...	8:00 A.M.	BUFFET BREAKFAST.	. . . . .	PIERRE BALLROOM
	8:45 A.M.	BRANELL.	. . . . .	PIERRE-BALLROOM
	9:45 A.M.	WILLIAM FOX	. . . . .	PIERRE-BALLROOM
	10:45 A.M.	ORIGINALA	. . . . .	PIERRE-BALLROOM
	11:45 A.M.	CLAIRE McCARDELL.	. . . . .	PIERRE-BALLROOM
	12:45 P.M.	SHIP 'N SHORE-Luncheon (Aux.)	. . .	PIERRE-BALLROOM
	2:30 P.M.	ELFREDA-VISIONI	. . . . .	PIERRE-BALLROOM
	3:30 P.M.	TRIGERE.	. . . . .	PIERRE-BALLROOM
	4:30 P.M.	CEIL CHAPMAN-Cocktails.	. . . . .	PIERRE-BALLROOM
	7:00 P.M.	N.W. AYER & SON, INC.-Dinner (Aux.)	.	WALDORF-ASTORIA
Wed., July 10...	8:30 A.M.	CHRISTIAN DIOR, N.Y. (Breakfast)	. .	730 5TH (7 FL.)
	10:00 A.M.	HERBERT SONDHEIM.	. . . . .	PIERRE-BALLROOM
	11:00 A.M.	GEORGE CARMEL.	. . . . .	PIERRE-BALLROOM
	12:00 Noon	PATTULLO-JO COPELAND	. . . . .	PIERRE-BALLROOM
	1:00 P.M.	ALAMAC KNITTING MILLS-Luncheon (Aux.).		HOTEL PLAZA-TERR.
	2:30 P.M.	PAUL PARNES	. . . . .	PIERRE-BALLROOM
	3:30 P.M.	BEN ZUCKERMAN.	. . . . .	PIERRE-BALLROOM
	4:30 P.M.	GRENELLE-ESTEVEZ.	. . . . .	PIERRE-BALLROOM
	5:30 P.M.	CAPEZIO SHOES & "STEMWEAR" (Aux.)	. .	PIERRE-ROOF GDN.
	6:45 P.M.	MILLINERY INST.OF AMER.-Dinner (Aux.).		AMBASSADOR HOTEL
Thurs., July 11...	8:00 A.M.	BORGANA-Breakfast (Aux.)	. . . . .	AMBASSADOR HOTEL
	9:00 A.M.	HATTIE CARNEGIE	. . . . .	42 E. 49 (2 FL.)
	10:15 A.M.	BEN REIG	. . . . .	498 7TH (23 FL.)
	11:15 A.M.	MAURICE RENTNER	. . . . .	498 7TH (16 FL.)
	12:30 P.M.	MR. JOHN-SUBURBIA, USA-Lunch (Aux.)	.	525 7TH (17 FL.)
	2:15 P.M.	TINA LESER.	. . . . .	PIERRE-BALLROOM
	3:15 P.M.	HANNAH TROY	. . . . .	PIERRE-BALLROOM
	4:15 P.M.	ANNE FOGARTY for MARGOT	. . . . .	PIERRE-BALLROOM
	5:15 P.M.	OLEG CASSINI-Cocktails.	. . . . .	PIERRE-BALLROOM
	7:30 P.M.	PELLON-Dinner & Entertainment (Aux.)	.	PIERRE-BALLROOM
Fri., July 12...	8:00 A.M.	CONE MILLS-Breakfast (Aux.)	. . . .	DUNHALL-40TH ST.
	9:00 A.M.	B. H. WRAGGE	. . . . .	550 7TH (9 FL.)
	10:00 A.M.	HARVEY BERIN (Karen Stark)	. . . .	530 7TH (7 FL.)
	11:00 A.M.	ADELE SIMPSON.	. . . . .	530 7TH (23 FL.)
	12:00 Noon	MOLLIE PARNIS.	. . . . .	530 7TH (18 FL.)
	1:00 P.M.	COTY, INC.-Luncheon (Aux.)	. . . .	PIERRE-BALLROOM
	2:30 P.M.	FREDERIC HARVEY (Fernando Bosc).	. .	PIERRE-BALLROOM
	3:30 P.M.	EDWARD ABBOTT (Wilson Folmar)	. . .	PIERRE-BALLROOM
	4:30 P.M.	Variety Group: SUZY PERETTE, BERNHARD ALTMANN, LEONARD ARKIN, LEE CLAIRE, DREAM AGE (Teen Dresses)	. . . . .	PIERRE-BALLROOM
	5:45 P.M.	LILLY DACHE-Cocktails (Aux.).	. . . .	PIERRE-BALLROOM
Sat., July 13...	9:30 A.M.	RITTER FURS-Breakfast (Aux.).	. . . .	HOTEL PLAZA-TERR.
	12:30 P.M.	ELLEN LIND ASSOCIATES (Aux.).	. . . .	STRATFORD, CONN.

July 8 — 9:00 A.M. - "WATCH FOR" FORUM (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

July 8 — 9:30 A.M. - MONTE-SANO & PRUZAN (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

July 8 — 10:30 A.M. - SAMUEL WINSTEON-Roxane (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

July 8 — 11:30 A.M. - HELEN LEE (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 8 11:00 A.M.	FALL MILLINERY PREVIEW FOR PRESS	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
	Walter Florell will preview his Fall millinery collection. (Note New Address). By invitation. Publicity: Donna Cannon, MU. 7-5447.		
July 8	12:15 P.M. - JUNIOR GROUP (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
July 8	2:00 P.M. - DAVIDOW (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
July 8	3:00 P.M. - NETTIE ROSENSTEIN (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
July 8	4:00 P.M. - HARRY FRECHTEL (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Monday July 8 4:30 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S AND MEN'S WATCHES	THE WATCHMAKERS OF SWITZERLAND	HOTEL PIERRE ROOF GARDEN
	"Fashions In Time--'57", informal showing of newest creations in women's and men's watches for the coming season, presented by The Watchmakers of Switzerland (Auxiliary Member of N.Y.D.I.--See Pg. 2). By invitation. Publicity: Frances Russell, at Foote, Cone & Belding, MU. 8-5000. Contact: Elizabeth Maher Associates, 424 Madison Ave., EL. 5-4248.		
July 8	5:00 P.M. - JANE DERBY (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Monday July 8 5:30 P.M.- 8:30 P.M.	FALL AND WINTER JEWELRY COLLECTION	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
	Cocktails, dinner and informal showing of Fall and Winter jewelry collection. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.		
Monday July 8 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS	SHIP 'N SHORE	46TH STREET THEATRE 226 WEST 46TH STREET
	Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 2) will invite the visiting press to see "New Girl In Town" with Gwen Verdon and Thelma Ritter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday July 8 9:00 P.M. Champagne	PREVIEW OF FALL MILLINERY	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILLON
	Emme will invite press and buyers to preview her Fall collection of millinery. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Monday July 8	SHOWING OF SPRING FABRICS	M. & W. THOMAS CORP.	50 WEST 40TH STREET SHOWROOM - 14TH FLOOR
	M. & W. Thomas will present their new Spring fabrics to magazine editors, buying offices and store buyers. Contact: Richard Thomas, BR. 9-6910.		
Beginning Monday July 8	OPEN HOUSE FOR VISITING PRESS	BRITTANY (HENRY FRIEDRICKS & CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Henry Friedricks will present their Fall coat and suit collection for the visiting press. Continuous showings. Contact: Alan R. Baron, PE. 6-8868.		
Beginning Monday July 8	FOR VISITING PRESS: FALL JEWELRY SHOWINGS	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
	Informal showings of Napier Fall and Winter collection of fashion jewelry, boutique items and gifts. Contact: MU. 5-7390.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 9 8:00 A.M.- 11:00 A.M.	SHOE REVIEW: BREAKFAST-- VISITING & LOCAL PRESS	ANDREW GELLER (18 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILLON
	"Shoes on Exhibition"--summarizing the news and trends of Autumn '57 footwear for visiting and local press. By invitation. Contact: Kay Davidge, CO. 5-6367.		
July 9	8:45 A.M. - BRANELL (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Tuesday July 9 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Presentation of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Ethel Greene, PL. 3-3032.		
July 9	9:45 A.M. - WILLIAM FOX (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 9	10:45 A.M. - ORIGINALA (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Tuesday July 9 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
	Laddie Northridge will preview his Fall millinery collection to the press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.		
July 9	11:45 A.M. - CLAIRE McCARDELL (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Tuesday July 9 12:45 P.M. Luncheon	FALL BLOUSE SHOW FOR VISITING PRESS	SHIP 'N SHORE	HOTEL PIERRE BALLROOM
	Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 3) will present Fall blouses. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
July 9	2:30 P.M. - ELFREDA-VISIONI (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 9	3:30 P.M. - TRIGERE (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 9	4:30 P.M. - CEIL CHAPMAN (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Tuesday July 9 7:00 P.M. Dinner	DIAMOND DINNER FOR VISITING PRESS	N.W.AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE-SERT ROOMS
	N. W. Ayer & Son, Inc. (Auxiliary Member of N.Y.D.I.--See Pg. 3) will show diamonds by Cartier, Tiffany & Co., Van Cleef & Arpels, Harry Winston. Cocktails at 7:00 P.M. in Empire Room; dinner at 8:00 P.M. in Sert Room. Entertainment by Vic Damone and Will Jordan. By invitation only. Publicity: Mildred Kosick, PL. 7-5700.		
Tuesday July 9 7:00 P.M. Dinner	FALL MILLINERY FASHION SHOW	MILLINERY STAB. COMMISSION	WALDORF-ASTORIA GRAND BALLROOM
	Semi-annual hat fashion show for millinery buyers. By invitation only. Contact: Millinery Stabilization Comm., 1450 Broadway, LO. 4-7800.		
July 10	8:30 A.M. - CHRISTIAN DIOR, N.Y. (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Wednesday July 10 9:00 A.M. Breakfast	PREVIEW OF FALL MILLINERY COLLECTION	TREVI, INC.	LONGCHAMPS 19 WEST 57TH STREET
	Trevi's premiere showing of Fall hats. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 10	10:00 A.M. - HERBERT SONDHEIM (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 10	11:00 A.M. - GEORGE CARMEL (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Wednesday July 10 11:00 A.M.	PRESS PREVIEW OF HATS FOR FALL	WILLIAM J.	44 WEST 54TH STREET SALON
	Presentation of William J's Fall millinery collection to the press. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.		
July 10	12:00 Noon - PATTULLO-JO COPELAND (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Wednesday July 10 1:00 P.M. Luncheon	FASHIONS IN ALAMAC-- VISITING & LOCAL PRESS	ALAMAC KNITTING MILLS (1412 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	Alamac (Auxiliary Member, N.Y.D.I.--See Pg. 3) will preview women's, men's, boys' and girls' Fall fashions in "Thalspun" orlon-wool jersey; "Permathal-Everglaze" cotton knits; and "Furalla" orlon-dynel pile fabric. By invitation. Contact: Haydon Ross at Alamac, OX. 5-1445. Publicity: Will Gagen or Kurt Ross, Fashion Bureau, 15 W. 48th St., MU. 8-7966.		
July 10	2:30 P.M. - PAUL PARNES (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 10	3:30 P.M. - BEN ZUCKERMAN (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
July 10	4:30 P.M. - GRENEILLE-ESTEVEZ (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Wednesday July 10 4:30 P.M. Cocktails	FALL MILLINERY CLINIC AND MEETING	MILLINERY MERCH'G EXECUTIVES' ASS'N.	WALDORF-ASTORIA CARPENTER SUITE
	Semi-annual clinic of the MMEA, with panel discussion on millinery merchandising and problems. By invitation only. Contact: Mrs. Charles Steinecke, LE. 2-8415.		
Wednesday July 10 5:30 P.M. Cocktails	SHOE FASHIONS FOR VISITING PRESS	CAPEZIO, INC. (756 SEVENTH AVE.)	HOTEL PIERRE ROOF GARDEN
	"The Moving Look Review"--Capezio (Auxiliary Member, N.Y.D.I.--See Pg.3) will present Fall shoe and stocking fashions to visiting and local press. By invitation. Publicity: Marya Morton, JU. 6-2150.		
Wednesday July 10 6:45 P.M. Dinner	FALL MILLINERY FOR VISITING PRESS	MILLINERY INSTITUTE OF AMERICA	HOTEL AMBASSADOR TRIANON-BALLROOM
	The Millinery Institute of America (Auxiliary Member, N.Y.D.I.--See Pg. 3) will present a showing of Fall hats. By invitation only. Contact: Communication Counselors, MU. 7-8686.		
Thursday July 11 8:00 A.M. Breakfast	BREAKFAST FOR VISITING PRESS	BORGANA	HOTEL AMBASSADOR TRIANON ROOM
	Fashion show of Borgana (Auxiliary Member, N.Y.D.I.--See Pg. 3) 4-star and other deep-pile fabrics. By invitation. Publicity: Ruth Mitchell at Mary Marsh Assoc., 2 W. 46th St., PL. 7-5809.		
July 11	9:00 A.M. - HATTIE CARNEGIE (N.Y.D.I.--See Pg. 3)		42 E. 49TH ST. - 2ND FL.
July 11	10:15 A.M. - BEN REIG (N.Y.D.I.--See Pg. 3)		498 7TH AVE. - 23RD FL.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 11 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Mr. John will present his Fall millinery collection. By invitation. Publicity: Toni Woodward, MU. 8-4906.		
July 11	11:15 A.M. - MAURICE RENTNER (N.Y.D.I.--See Pg. 3) 498 7TH AVE. - 16TH FL.		
Thursday July 11 12:00 Noon Luncheon	FALL MILLINERY AT LUNCHEON SHOW	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
	Speaker: Frances Hodges--"Your Billion Dollar Bonus On Parade." Commentator: Ruey Messenger of Julius Garfinckel & Co. Co-Chairmen: Conoldine Burnett and Frances Hodges. Price: $6.00, members; $7.00, guests. Contact: CI. 7-3940.		
Thursday July 11 12:30 P.M. Luncheon	VISITING PRESS SHOWING OF FALL COLLECTION	MR. JOHN-SUBURBIA, USA	525 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Mr. John-Suburbia, U.S.A. Inc. (Auxiliary Member, N.Y.D.I.--See Page 3) will show his collection, including skirts and casual-wear. By invitation. Contact:Harriette Reines, LO. 3-7900. Publ: Gloria Gelfand, LO. 3-7990.		
July 11	2:15 P.M. - TINA LESER (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM		
July 11	3:15 P.M. - HANNAH TROY (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM		
July 11	4:15 P.M. - ANNE FOGARTY for MARGOT (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM		
July 11	5:15 P.M. - OLEG CASSINI (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM		
Thursday July 11 7:30 P.M. Dinner	DINNER-ENTERTAINMENT FOR VISITING PRESS	PELLON	HOTEL PIERRE BALLROOM
	Pellon (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the visiting press to dinner and showing of women's, men's and children's fashions with Pellon. Entertainment will follow show. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday July 12 8:00 A.M. Breakfast	CORDUROY FASHIONS FOR VISITING PRESS	CONE MILLS (1440 BROADWAY)	DUNHALL'S (AT 40 ST.) 1440 BROADWAY
	Cone Mills (Auxiliary Member, N.Y.D.I.--See Pg. 3) will present Fall fashions in coordinated cottons and corduroy. By invitation. Publicity: Jane Wyatt, LO. 5-4600.		
July 12	9:00 A.M. - B. H. WRAGGE (N.Y.D.I.--See Pg. 3) 550 7TH AVE. - 9TH FLOOR.		
Friday July 12 9:00 A.M.- 12:30 P.M.	OPEN HOUSE FOR VISITING PRESS	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	The visiting press will preview Vera Maxwell's Fall collection. Contact: Connie Foster, LO. 3-4358.		
July 12	10:00 A.M. - HARVEY BERIN-Karen Stark (See Pg. 3) 530 7TH AVE. - 7TH FL.		
July 12	11:00 A.M. - ADELE SIMPSON (N.Y.D.I.--See Pg. 3) 530 7TH AVE. - 23RD FL.		
July 12	12:00 Noon - MOLLIE PARNIS (N.Y.D.I.--See Pg. 3) 530 7TH AVE. - 18TH FL.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday July 12 1:00 P.M. Luncheon	LUNCHEON-DEMONSTRATION FOR VISITING PRESS	COTY, INC. (612 FIFTH AVE.)	HOTEL PIERRE BALLROOM
	Coty (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the visiting and local press to a luncheon and demonstration. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
July 12	2:30 P.M. - FREDERIC HARVEY-Fernando Bosc (N.Y.D.I.--See Pg. 3) PIERRE		
July 12	3:30 P.M. - EDWARD ABBOTT-Wilson Folmar (N.Y.D.I.--See Pg. 3) PIERRE		
July 12	4:30 P.M. - VARIETY GROUP (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM		
Friday July 12 5:30 P.M. Cocktails	COCKTAIL PARTY: VISITING AND LOCAL PRESS	LILLY DACHE (78 EAST 56TH ST.)	HOTEL PIERRE BALLROOM
	Lilly Dache, Lucien Lelong and Lilly Dache Cosmetics (Auxiliary Member, N.Y.D.I.--See Pg. 3) -- presentation of "Scintillating Lady" theme in beauty and fashion. By invitation. Publ: Eleanor Lambert, MU. 8-2130.		
Saturday July 13 9:30 A.M. Champagne Breakfast	BREAKFAST SHOWING FOR VISITING PRESS	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA TERRACE ROOM
	Ritter Brothers (Auxiliary Member, N.Y.D.I.--See Pg. 3) will present their Fall fur collection designed by Leo Ritter. By invitation only. Publ: Eleanor Lambert, MU. 8-2130.		
Saturday July 13 12:30 P.M.	SHAKESPEARE FESTIVAL FOR VISITING PRESS	FIBER PRODUCERS; MILLS & MANUFACTURERS	STRATFORD, CONNECTICUT
	Ellen Lind Associates (Auxiliary Member, N.Y.D.I.--See Pg. 3) on behalf of their clients, will invite the visiting press to the American Shakespeare Festival in Stratford, Connecticut, followed by cocktails and dinner, returning to Grand Central Station at 11:30 P.M. By invitation only. Publicity: Ellen Lind, PL. 3-4786.		
Beginning Thursday July 18- July 21	OPENING OF ROMAN COUTURE COLLECTIONS	CENTRO ROMANO, L'ALTA MODA	ROME, ITALY
	July 18: Accessories Exhibit; Boutique collection. July 19: La Tessitrice dell'Isola; Capucci; Carosa. July 20: Mingolini-Gugenheim; Eleanora Garnett; Fabiani; Simonetta. July 21: Gattinoni; Fontana; Giovanelli; Cocktail party. Contact: Centro Romano Per L'Alta Moda Italiana, Via de Burro 147, Rome.		
Beginning Tuesday July 23- July 25	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
	July 23: Michael Sherard, Michael, Lachasse. July 24: Ronald Paterson, Victor Stiebel, Hardy Amies, Charles Creed. July 25: Mattli, John Cavanagh, Worth, Norman Hartnell. Contact: Ann Ryan, 46 Old Bond Street, London, W.1.		
Beginning Monday July 29	OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	July 25: Chanel (Tentative). July 29: Desses, Manguin, Patou, Riviere, Sagardoy. July 30: Balmain, Cardin, Gres, Lanvin-Castillo, Raphael, Revillon. July 31: Givenchy (buyers), Carven, Heim, Hermes, de Rauch, Ricci, Rouff. Aug. 1: Bruyere, Dior, Griffe, Laroche, Carpentier. Aug. 2: Balenciaga (buyers), Montaigne.		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Friday June 21	PREMIERE: "THE HAPPY ROAD" (Movie) PLAZA THEATRE, 58TH ST. & MADISON AVE. MGM comedy, filmed in France, starring Gene Kelly with Barbara Laage, Bobby Clark, Brigitte Fossey and Michael Redgrave. Producer and Director: Gene Kelly. Publicity: Frances Lane, JU. 2-2000. (Special premiere Thursday, June 20th at 8:30 P.M. for benefit of French Hospital.)
Saturday June 22- Sept. 8	AMERICAN SHAKESPEARE FESTIVAL THEATRE STRATFORD, CONNECTICUT Katharine Hepburn and Alfred Drake will be featured with the American Shakespeare Festival Company: "Othello", opening June 22, evening; "The Merchant of Venice", opening July 10, matinee; "Much Ado About Nothing", opening August 3, evening. Contact: WA. 5-1378 or CI. 7-3975.
Week Of June 24	FIRST WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AV. Mon., June 24: Alexander Brailowsky: Tchaikovsky B-Flat Minor Concerto. Tues., June 25: Igor Markevitch conducting. Wed., June 26: Bernardo Segall, piano soloist. Thurs., June 27: Renata Tebaldi, soprano, Julius Rudel conducting. Sat., June 29: Marta Eggerth and Jan Kiepura; "Fifteenth Annual Viennese Night"; Julius Rudel conducting. Publ.: Miss Alix Williamson, CI. 6-4462.
Monday June 24- July 6	OPENING: "ROSALIE" WOLLMAN MEMORIAL THEATRE, CENTRAL PARK The first musical of Central Park's Theatre Under The Stars--"Rosalie" starring Mimi Benzell and Henny Youngman. Director: Felix Brentano. Every evening at 8:45 P.M., including Sunday. Contact: LE.5-7373 or JU. 2-9236.
Tuesday June 25	OPENING: COMMEDIA DELL ARTE BLEECKER STREET THEATRE Presented and directed by Aurel Keating, with score and lyrics by Cecil Bentz and Caryl McEwen. Costumes: Dan Huge. Sets: Christian. Contact: Raymond Nash, GR. 3-3760.
Wednesday June 26	PREMIERE: "SAINT JOAN" (Movie) VICTORIA THEATRE, B'WAY & 46TH STREET United Artists production, starring Richard Widmark, Richard Todd, Anton Walbrook, John Gielgud and Jean Seberg. Producer and director: Otto Preminger. Publicity: Tess Michaels, CI. 5-6000.
Thursday June 27	OPENING: "SHOW BOAT" JONES BEACH MARINE THEATRE, JONES BEACH,L.I. Guy Lombardo will again present the Jerome Kern-Oscar Hammerstein musical, from the novel by Edna Ferber. Starring: Andy Devine. Costumes: J.Michael Travis. Tickets: $1.10-$4.40. Contact: CI. 7-7992.
Friday June 28	PREMIERE: "THE PRIDE AND THE PASSION" (Movie) CAPITOL THEA., 7TH AV.& 50TH United Artists production, based on the novel "The Gun" by C.S. Forester, covering the Spanish War of Independence in the Napoleonic era, filmed in VistaVision and Technicolor. Starring Cary Grant, Frank Sinatra, Sophia Loren. Producer and Director: Stanley Kramer. Publicity: Tess Michaels, CI. 5-6000.
Sunday Sept. 8- Sept. 15	FIRST WEEK: ROYAL BALLET MET. OPERA HOUSE, B'WAY & 39TH STREET Sun., Sept. 8 and Tues., Sept. 10: "Sleeping Beauty". Wed., Sept. 11 and Thurs., Sept. 12: "Les Patineurs," "Petrouchka" (New Production). Fri., Sept. 13 and Sat., Sept. 14: "Sylvia". Sun., Sept. 15: "Sleeping Beauty". Publicity: Martin Feinstein, PL. 9-6000.